

POSITION DESCRIPTION

Position Title:	Events Coordinator
Reports To:	Service Support Manager – Revenue Development
Service Directorate :	Member - Fundraising Team Centre - Colleague support of other staff at the Centre
Responsible for:	No direct staff reports All Volunteers
Work alongside	Chief Executive Centre Staff and Centre Volunteers Central Districts Division Staff Sponsors Executive Committee Members Cancer patients and their whānau Other Health providers Community and Volunteer Services
Employed By:	Chief Executive of the Central Districts Division of the Cancer Society of NZ

Purpose of the Role, Whāinga te āhuatanga

The Event Coordinator will work within the Central Districts Division revenue generation strategy and lead and implement fundraising initiatives with a clear focus on improving revenue generation to support Cancer Society services. The role will cover all aspects of Events.

Specifically, the role will work within the Centre to identify:

- How best to align Divisional and Centre activities to maximise fundraising opportunities.
- Identify and support fundraising opportunities and ensure a cohesive and professional approach to all Centre fundraising activity.
- Lead Relay for Life and Daffodil Day for the Centre in consultation
- Ensure that supporters have an outstanding experience through the provision of our information, follow up and engagement with the Cancer Society.

Our Vision, Te Matakite

- To be the leading organisation dedicated to reducing the incidence and impact of cancer and ensuring the best cancer care for everyone in New Zealand.

Our Mission To Matou koromakinga

- To improve community wellbeing by reducing the incidence and impact of cancer

Our Principles, Nga matapono

- Equity
- An Independent and professional voice
- Co-operation and collaboration
- Evidence –based best practice
- Responsive and relevant

Our Values Nga Tikanga

- **Integrity** – We live what we teach, we do what we say we are going to, we are trusted by the community and use every dollar wisely.
- **Excellence** – We strive to be the best at everything we do, we focus on delivering outcomes, we constantly look for ways to improve, and we make a difference.
- **Respect** – We care about people, we provide judgement free services to everyone who needs them.

Key Relationships, Ki Whanaungatanga

Primary Relationships:	Other relationships critical to the success of this role:
<ul style="list-style-type: none"> • Chief Executive • Service Support Manager • Centre Liaison • Other fundraising staff members • Volunteer co-ordinator • Office administrator 	<ul style="list-style-type: none"> Executive Committee members External funding agencies Service groups Community agencies General public and community groups Business community Volunteers

Key Outcomes and Performance Measures

Income Generation	Measure
<ul style="list-style-type: none"> ▪ To develop, co-ordinate and lead the Centres events within the guidelines set by the Division and the National Office. ▪ To maximise the revenue generated from Relay for Life and Daffodil Day. ▪ To have input into the revenue generation strategy for the Division and generate new ideas through events for both the Division and the Centre. ▪ To contribute for an annual Centre plan of events and implement as agreed and 	<ul style="list-style-type: none"> ▪ Events are planned and delivered to best practise and within FINZ guidelines. ▪ Increase revenue over previous year. ▪ Strategy is refreshed with new ideas.

<p>strive to exceed the fundraising targets set by the Division.</p> <ul style="list-style-type: none"> ▪ To grow the Business Partnerships and sponsorship outcomes for the Centre. ▪ Ensure fundraising events are aligned with Cancer Society policies and health promotion guideline. ▪ Work with the Division personnel to generate media (news and social) coverage of key Centre events. ▪ Contribute to social media initiatives for the Centre. ▪ Drive and support community fundraising initiatives for the Centre. ▪ Ensure all events have appropriate Health and Safety plan in place. ▪ Ensures Cancer Society brand is used correctly and appropriately. 	<ul style="list-style-type: none"> ▪ Increase in Business partners and sponsorship. ▪ Events are delivered within agreed guidelines. ▪ Media Coverage /Number of Facebook hits. ▪ Health and Safety plans in place and all key individuals aware of their responsibility.
<p>Relationship Building</p>	<p>Measure</p>
<ul style="list-style-type: none"> ▪ Develop and Maintain positive relationships with businesses, community agencies, service groups and community infrastructure (e.g. local libraries) with the aim of promoting the Cancer Society. ▪ Develop media relationships which enhance the promotion of community fundraising. ▪ Develop and maintain positive and productive working relationships with Centre staff and volunteers. ▪ Work with Division staff and centre liaison to improve relationships with Maori organisations and communities in the area. 	<ul style="list-style-type: none"> ▪ Number of activities supported by other community agencies/groups. ▪ Regular media profile for the centre. ▪ Team and Manager feedback is positive.
<p>Administration</p>	<p>Measure</p>
<ul style="list-style-type: none"> ▪ Manage annual budget within agreed parameters ▪ Work with other fundraising and event staff in the Division to maximise 	<ul style="list-style-type: none"> ▪ Income and Expenditure track as planned. ▪ Annual plan of events is known and activities across the Centre and the Division are not in conflict with one another.

<p>successful outcomes of any fundraising initiative</p> <ul style="list-style-type: none"> ▪ Provide regular reports to the Service Support Manager ▪ Ensure Cancer Society policies and procedures are followed. ▪ Manage event volunteers within Division policies and frameworks. ▪ Work constructively with centre team to build support for event initiatives ▪ Attendance at Centre/Division and other meetings as required from time to time. ▪ Ensure the Centre has sufficient and appropriate merchandise in place. 	<ul style="list-style-type: none"> ▪ Reports are well presented, on time and accurate ▪ Team approach and support for fundraising initiatives. ▪ Order merchandise on behalf of Centre and in consultation with the Service Support Manager and Office Administrator.
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Qualifications and Experience

Essential	Desirable
<ul style="list-style-type: none"> ▪ Significant Track record of successful events for Not for Profits including the ability to make the ask ▪ Strong interpersonal skills ▪ Strong Social media skills ▪ Experience with handling the media ▪ Experience with Microsoft Office and database work ▪ Experience with data analysis, reporting and presentation ▪ Strong written and oral communication skills ▪ Strong Customer service ethic ▪ Demonstrates an ability to follow through and deliver ▪ Enjoys working with people, easily establishes rapport and maintains positive and respectful working relationships ▪ Demonstrates a willingness to proactively engage with and an ability to adapt approaches to meet the needs of different cultures. 	<ul style="list-style-type: none"> ▪ A qualification in marketing, communications or similar discipline ▪ Public Speaking Skills ▪ Knowledge of the ethics and operating policies of FINZ

<ul style="list-style-type: none">▪ Ability to network, build new relationships and work collaboratively with others.▪ Ability to work under pressure and to deadlines▪ Full Drivers Licence	
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From time to time, other duties, tasks, and work with the team at the Centre or the Division may be required as part of the role to contribute to the growth, events and functions, or profile of the Cancer Society in the Community

I have read and understood this Position Description

Signed _____

Name _____

Date _____